

**ABSTRACT OF DISCLOSURE**

A paper feeding apparatus of an image forming apparatus has a paper setting unit that includes a knock-up plate raising/lowering portion raising and lowering a knock-up plate with respect to a pickup roller, a paper guide slidably formed on the knock-up plate to guide papers in accordance with a paper size, and a finger device portion formed on both sides of the frame to press both corners of a leading end of a paper when the paper is picked up by the pickup roller, thereby causing the papers to be separated and fed sheet by sheet. By providing the finger device portion that presses both corners of the leading end of the paper with a predetermined pressure, the papers can be picked up and fed sheet by sheet, and undesired phenomenon, such as paper jam, and double-, or multi-sheet feed, can be prevented.